

A M E N D M E N T S T O T H E C L A I M S

1. (CURRENTLY AMENDED) A method comprising:
receiving a plurality of product identifiers, each corresponding to a
respective product selected for purchase by a customer;
generating a plurality of random outcomes;
determining an upsell offer based on at least one of the random outcomes
and based on at least one of the product identifiers; and
making the upsell offer,
in which making the upsell offer comprises:
displaying an image that represents the upsell offer as an indicia on a
virtual slot machine reel.
2. (ORIGINAL) The method of claim 1, wherein the product identifiers
are received by scanning bar codes on the products.
3. (ORIGINAL) The method of claim 1, further comprising presenting
the random outcome to the customer.
4. (ORIGINAL) The method of claim 3, wherein the random outcome is
displayed to the customer.
5. (ORIGINAL) The method of claim 4, wherein the random outcome is
displayed in an entertainment interface.
6. (ORIGINAL) The method of claim 5, wherein the entertainment
interface includes an image of at least one of the products corresponding to the
received product identifiers.

7. (ORIGINAL) The method of claim 1, further comprising:
receiving a customer identifier for identifying the customer.
8. (ORIGINAL) The method of claim 7 wherein the customer identifier
is received by swiping a magnetic stripe card through a card reader.
9. (ORIGINAL) The method of claim 1, further comprising:
displaying an image that represents at least one of the products that
correspond to the received product identifiers.
10. (CURRENTLY AMENDED) The method of claim 1, wherein the
random outcome is generated by a server computer that communicates the random
outcome to ~~the~~ a POS terminal.
- 11 – 12. (CANCELLED)
13. (ORIGINAL) An apparatus comprising:
a processor; and
a storage device,
in which the storage device stores a program which is operable to
direct the processor to perform the method of claim 1.
14. (ORIGINAL) A computer readable medium that stores a program
which is operable to direct the processor to perform the method of claim 1.

15. (CURRENTLY AMENDED) An apparatus comprising:
means for receiving a plurality of product identifiers, each corresponding to a respective product selected for purchase by a customer;
means for generating a plurality of random outcomes;
means for determining an upsell offer based on at least one of the random outcomes and based on at least one of the product identifiers; and
means for making the upsell offer,
in which the means for making the upsell offer comprises:
means for displaying an image that represents the upsell offer as an indicia on a virtual slot machine reel.

16. (NEW) The method of claim 1, in which displaying comprises:
displaying the image via a shelf terminal.

17. (NEW) The method of claim 1, in which displaying comprises:
displaying the image via a portable computing device.

18. (NEW) The method of claim 1, in which displaying comprises:
displaying the image before the customer is at a POS terminal.

19. (NEW) The method of claim 1, in which displaying comprises:
displaying at least three identical indicia of the upsell offer.

20. (NEW) The method of claim 1, in which determining the upsell offer comprises:
selecting the upsell offer from a plurality of upsell offers, each upsell offer having a respective sponsor.

21. (NEW) The method of claim 1, in which determining the upsell offer further comprises:

selecting the upsell offer from a plurality of upsell offers, each upsell offer having a respective likelihood of being awarded that is based on an amount paid by a corresponding sponsor of the upsell offer.